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Abstract of the Disclosure

A method and system for selling a plurality of items through an electronic retailer is disclosed. The method includes steps of enrolling a group as a group membership or partnership entity, providing the group with various Internet-related services, and embedding in the group Web site a hyperlink to an electronic retailing system including an electronic store, so that members of the group can visit directly the electronic retailer and electronically order products or services, while enjoying the Internet services provided by the electronic retailer. A computer system for conducting these business activities is also disclosed, which generally includes an Internet service providing system for providing Internet-related services to the groups, an electronic retailing system for electronically selling products and services to the potential purchasers, and a database for storing information and data relating to the above business processes.